

**COUNTY OF MADERA
BUDGET UNIT EXPENDITURE DETAIL
BUDGET FOR THE FISCAL YEAR 2009-10**

Department:

ADVERTISING

(01900)

Function:

General

Activity:

Promotion

Fund:

General

| <u>ACCOUNT CLASSIFICATION</u> | ACTUAL EXPENDITURES <u>2007-08</u> | BOARD APPROVED EXPENDITURES <u>2008-09</u> | DEPARTMENT REQUEST <u>2009-10</u> | CAO RECOMMENDATION <u>2009-10</u> |
|--|--|---|---|---|
| <u>OTHER CHARGES</u> | | | | |
| 731305 Contributions to Other Agencies Economic Development Commission, Yosemite Sierra Visitors Bureau and Film Commission | 265,000 | 265,000 | 265,000 | 265,000 |
| TOTAL OTHER CHARGES | 265,000 | 265,000 | 265,000 | 265,000 |
| TOTAL - ADVERTISING | 265,000 | 265,000 | 265,000 | 265,000 |

ECONOMIC DEVELOPMENT COMMISSION

The Board of Supervisors, in concert with the City Councils of Chowchilla and Madera, has supported an Economic Development Commission for the purpose of attracting industry to Madera County. The thirteen member Commission consists of one City Council Member representing each of the two incorporated cities; one County Supervisor representing the County; one member representing each of the six Chambers of Commerce; one member-at-large; two members representing the Work Force Incentive Program, and a member representing a Public Utility Company.

Funding has previously been contributed by the two Cities, the County, and other miscellaneous sources as listed below. In Fiscal Year 2009-2010, the Madera County Department of Social Services will cover the cost for the Economic Development Commission services under the auspices of the CalWORKS Program. This amount is \$209,852*.

The Madera County Economic Development Commission has requested the following funding commitment for the 2009-10 fiscal year from the following sources:

| | <u>2007-08</u> <u>Authorized</u> | <u>2008-09</u> <u>Authorized</u> | <u>2009-10</u> <u>Request & Recommend</u> |
|--------------------|-------------------------------------|-------------------------------------|--|
| County of Madera | \$ -0- | \$ -0- | \$ -0- * |
| City of Madera | 140,657 | 145,978 | 152,220 |
| City of Chowchilla | 24,527 | 25,455 | 26,542 |

OTHER CHARGES

731305 Contributions to Other Agencies - Economic Development Commission, Yosemite Sierra Visitors Bureau and Film Commission

*The Madera County Economic Development Commission has requested \$209,852 from the County, which is an increase of \$8,606 from the current 2008-09 allocation. The funding formula is based on population. It is proposed that County funding for EDC be from the CalWORKS Program. \$13,500 is also provided by the CalWORKS Program for a marketing program through EDC to do direct mailing and other marketing necessities.

Yosemite Sierra Visitors Bureau allocation is submitted at \$245,000 based on their 2008-09 approved funding from the Board of Supervisors. The Visitors Bureau had not submitted a request for an increase at the time this budget was written. Any request for additional funding is considered a Board Policy matter. \$5,000 of this line item is for the State Fair Exhibit project.

Film Commission is recommended at \$20,000 which is the current funding level.

The above line-items are supported with discretionary funds.